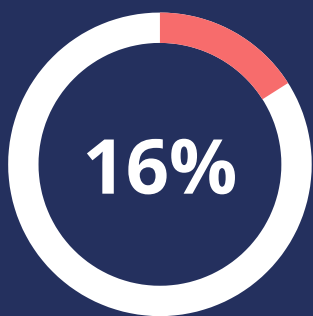# grid

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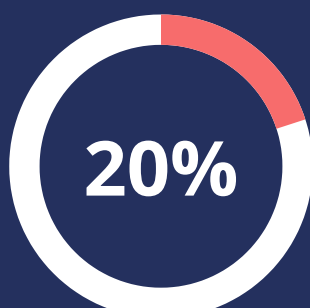
16%

people who will actually read text word-for-word

50 milliseconds

time until a first impression of a page is made

20%

percentage of text on a page that is read

10-20 seconds

average time a reader spends on a page

Nonprofits don't have the time or money to spare when they're busy fighting for change.

Make getting the message out easier with grid!

References
- Nielsen Norman Group 1997, 2008, 2011
- Lindgaard, Fernandez, Dudek and Brown, 2006